

## Factors Affecting Online Buying Behavior of Students

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### Abstract

*Consumer actions when making purchases through digital channels like e-commerce websites or mobile applications are referred to as online buying behaviour. Online shopping appeals to consumers' desire for convenience because it enables them to shop whenever, anywhere, and with ease. Pricing and discounts are quite important; customers compare prices on several online marketplaces to obtain the greatest offers. Consumers need to feel confident that their personal information and financial information is secure, therefore trust and security are essential. To effectively engage with online consumers and optimise their e-commerce strategy, firms must have a thorough understanding of online purchasing behaviour. Businesses can modify their marketing strategies, enhance client experiences, and increase sales by looking at data on consumer behaviour. Businesses can fulfil the changing demands and expectations of online consumers and remain competitive in the digital market.*

**Keywords:** Consumers, Factors, Online shopping, Buying behaviour

### Introduction

Online purchasing is a complicated process that is influenced by many different elements. Customers may purchase whenever and wherever they want thanks to the convenience and simplicity of internet purchasing. Consumers are constantly looking for the best offers, therefore price and reductions play a crucial role. Trust and security are essential because consumers need to feel confident that their personal information and payment information is secure. Purchase decisions are influenced by reviews and product information. Usability of the website, return and shipping rules, customer support, and social influence all have an impact on online purchasing behaviour. Additionally, cultural, social, and personal characteristics including values, personality, and demographics play a part. For businesses to successfully engage with online consumers and build successful e-commerce initiatives, they must recognise and address these elements.

In the digital age, it is crucial for businesses to understand how customers behave while making purchases online. When consumers shop online, their actions and motivations can be usefully understood by gaining an understanding of how and why they behave in particular ways. Businesses can better satisfy consumer wants by adjusting their marketing plans, product lineups, and customer experiences with the help of this information. Customers' online purchasing habits can be studied to gain useful information that helps firms stay competitive, improve customer experience, and develop their operations. It is a crucial component of contemporary business in the digital age.

### Review of Literature

Online buying is a new concept that has opened up countless chances for everyone. After Japan and America, India has ranked in internet purchasing. This is primarily because internet use is spreading quickly, and it's also because a large portion of the teenage population prefers and is interested in doing their shopping online (Jukariya & Singhvi, 2018). At any given time, a large number of people are online, and each of them represents a prospective customer for the electronic market. In such a difficult business environment, the most important step for enterprises to do is to determine and appraise what the consumer needs and wants (Ahmed *et al.*, 2017).

Indians are increasingly doing their shopping online since they find it to be more convenient, comfortable, and time-saving. Price, trust, and convenience are just a few of the variables that influence consumers when they shop online (Jukariya & Singhvi, 2018). E-

tailers engaged in customer-to-customer or customer-to-business e-commerce activities. Managerial suggestions are made for enhancing marketing tactics to build consumer confidence in online commerce (Daroch *et al.*, 2021).

Consumer behaviour is a dynamic and successful decision-making process that incorporates movement when evaluating, buying, using, or discarding products and services (Mustakim *et al.*, 2020). According to the study's findings, there are a total of six issues preventing consumers from making purchases on online stores (Daroch *et al.*, 2021). Domain-specific innovation has a favourable and significant impact on customers' purchasing intentions. As a result, web retailers can leverage the newest features to make their online stores more appealing and user-friendly (Ahmed *et al.*, 2017).

When a consumer shops online, their behaviour differs from that of a retail customer since they have access to an item that is swiftly displacing traditional or physical retailers (Mustakim *et al.*, 2020). Every organisation must consider the importance of time. In the age of the internet, e-commerce has emerged as the major revolution. E-commerce, often known as electronic commerce, is the trade of products and services over the internet using computers. Online shopping is a type of E-commerce that enables customers to pay sellers directly for products or services online (Kumar, 2017).

The current communication provides a summary of the numerous aspects impacting consumers' motivations for making purchases when shopping online. It includes a variety of currently available literature and gives academics, professionals, and web marketers a theoretical foundation (Joshi & Khatri, 2018). Customer interactions with online retailers are influenced by a website's usability, which includes features like search functionality, simplicity of navigation, and mobile adaptability. A positive shopping experience can be improved by providing excellent customer service, which includes timely answers to questions and effective problem-solving. Online purchasing behaviour can also be affected by social influences, such as referrals from friends or influencers. Additionally, consumer behaviour when making online purchases can be influenced by personal preferences, such as demographics, values, and personality.

#### **Sample size and sampling techniques**

This study is an exploratory conclusive cross-sectional study. To guarantee the representativeness and validity of study findings, it is imperative that the sample size and sampling methodology be taken into account during the research design phase. Data were gathered from primary sources. With 150 students from Chhatrapati Shahu Ji Maharaj University, Kanpur, the study was done there. To determine the factors influencing consumers' decisions to shop online, a questionnaire was employed. Statements were adopted from Jukariya & Singhvi, 2018. All the students at the above-mentioned University were given a preliminary proforma in order to identify eligible individuals. 150 students from the Universities were proportionally chosen using the random sample method.

#### **Results and Discussion**

Students were questioned regarding their demographic profile, which included questions about gender, age, education, income, occupation, marital status, and type of family. Simply understanding the current sample characteristics of online customers was the main goal of the information collection on demographic features. The details were depicted in Table 1.

**Table 1: Demographic characteristics of the respondents**

Characteristics	Particular	Frequency	Percent
<b>Age</b>	Less than 25 Years	55	36.67
	25-30 Years	48	32.00
	More than 30 Years	47	31.33
<b>Gender</b>	Male	70	46.67
	Female	80	53.33
<b>Family type</b>	Nuclear family	116	77.33
	Joint Family	34	22.67
<b>Prog Pursuing</b>	Undergraduate	78	52.00
	Postgraduate	48	32.00
	Doctoral Programme	24	16.00

In general, a wide range of factors influence consumers' purchasing decisions. The researcher has depicted varied levels of agreement with regard to several aspects in the table that influence students' online shopping activity.

**Table-2: Frequency distribution of the students about factors affecting online shopping**

S.No.	Particular	Mean	Std. Dev.	Min	Max
1	Transaction security and multiple payment options	3.48	1.186	1	5
2	Personal privacy and security	3.63	1.363	1	5
3	Product price and quality	3.63	1.196	1	5
4	The speed of access	3.82	1.221	1	5
5	After – sales service	3.45	1.319	1	5
6	Warranty or guarantee on the product	3.25	1.175	1	5
7	Convenience and save time	3.59	1.221	1	5
8	All time shopping accessibility	3.29	1.218	1	5
9	Promotion and advertisement	3.63	1.223	1	5
10	Shorter delivery period	3.45	1.344	1	5
11	Helpful for old and disable people	3.51	1.191	1	5
12	Ease of product price and quality Comparison	2.98	1.207	1	5
13	Variety of globally available product	3.69	1.176	1	5
14	Customer's review and product rating availability	3.28	1.112	1	5
15	Appearance of the website	3.62	1.072	1	5
16	Website provide sufficient product information and explanation	3.71	1.144	1	5
17	Convenience of use and functionality of the website	3.59	.998	1	5
18	Recommendations of the agency by friends and family	3.24	1.180	1	5
19	Length of time agency has been in business	3.78	1.158	1	5
20	Bumper Discount	3.81	1.073	1	5
21	Sales Promotion Technique	3.13	1.180	1	5
22	Update of information	3.87	1.217	1	5

The data is demonstrating that there are numerous factors that influence whether customers choose to shop online or not. Businesses must maintain a competitive edge in the fiercely contested online market. Businesses can get a competitive advantage by identifying trends, patterns, and opportunities by researching online consumer behaviour. This could entail being aware of the most well-liked online channels or platforms, the variables that affect consumer choice, and how to set their business apart from rivals. The development of tailored advertising, individualised promotions, and content can all be influenced by data on online purchasing behaviour. Understanding consumer preferences and behaviours enables firms to develop more pertinent and potent marketing strategies that connect with their target market. For consumer happiness and retention, an online shopping experience that is satisfying is essential. Businesses may create a seamless and convenient shopping experience that fulfils customer expectations by optimising the usability of their websites, the checkout procedure, and customer service. Businesses can find new market prospects, grow their clientele, and boost sales with the aid of a greater comprehension of online purchasing patterns. Businesses can position themselves for development and success in the internet marketplace by integrating their strategy with consumer preferences and behaviours.

### Conclusion

Since the last two decades, the internet has grown quickly, and a global digital economy powered by information technology is also emerging (Jukariya & Singhvi, 2018). The cost of looking for information and the amount of time needed to analyse it can both be decreased by a high-quality user interface and sound design. Avoid using graphics with high resolution and detail because they will make it take longer for users to load the website (Bastam *et al.*, 2017). Making a loyal customer is a challenging undertaking because consumer behaviour is a dynamic activity, but with efficient online techniques and a study of consumer behaviour, one can accomplish the desired results (Mustakim *et al.*, 2020). Businesses can take a number of actions to improve customers' online purchasing behaviour in the digital age such as enhance website usability, provide detailed product information, offer competitive pricing and discounts, provide excellent customer service, prioritize trust and security, leverage social influence, simplify checkout process, personalize marketing efforts, continuously optimize based on data and offer seamless post-purchase experience.

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